

HOW I Started the Investment Business and WHY I Made a Success of It

THOMAS C. PERKINS

FIVE years ago I started this business with four strong convictions in my mind:

¶ My first conviction was, that while the business of selling high-grade investment securities, as previously conducted, might have been perfectly satisfactory to the officers of the banks and trust companies, financial institutions and some large investors, it was by no means satisfactory to the great army of small investors scattered all over New England and the Eastern States.

¶ Every one of these small investors can go to his storekeeper and buy a package of needles or a pair of shoes, but how many of them know where to go for the right kind of advice to enable them to invest their savings, from one hundred dollars up, in safe securities that will pay them 6%, which is the prevailing rate for money, and return them their share of the increasing wealth and prosperity of this country.

¶ My second conviction was, that if the best investment securities were offered to these small investors, so that they could buy them by mail, it would result in one of the largest investment businesses in this country.

¶ My third conviction was, that confidence is the true foundation on which to build a successful and lasting business in the selling of investment securities.

¶ My fourth conviction was, that if a man engaged in this business was honest, energetic, industrious, and possessed of sound judgment as to the value of good investment securities, the public would ultimately find him out.

¶ With these convictions or articles of faith, I started the business of selling high-grade investment securities by mail, first in and about Hartford, then later throughout the State of Connecticut.

¶ At the end of the FIRST YEAR I found that I had sold over two hundred thousand dollars' worth of high-grade investment securities by mail. This seemed to me to be a very good start.

¶ The SECOND YEAR I sold over four hundred thousand dollars' worth of high-grade investment securities, mostly by mail.

¶ The THIRD YEAR I sold over seven hundred thousand dollars' worth of high-grade investment securities, mostly by mail.

¶ The FOURTH YEAR I sold over nine hundred thousand dollars' worth of high-grade investment securities, mostly by mail.

¶ This increase in my business is due solely to the fact that I sell good, honest, investment securities, and because every customer I make becomes my friend, and whenever he has any more money to invest, or his friends have any, he either comes in, writes in, or sends his friends to me.

¶ My business now has extended all over the New England States, and many of the Eastern States, and during the past year I have sold over One Million, Two Hundred and Fifty Thousand Dollars' worth of high-grade investment securities by mail to small investors.

¶ I deal exclusively in high-grade investment securities, consisting of Municipal Bonds, United States Government Bonds, State, Town, City and County Bonds, Guaranteed Railroad Stocks, etc., many of which are legal for Savings Banks and Trust Funds.

¶ I make a specialty of the stocks and bonds of dividend-paying Electric Light and Gas Companies located in the largest cities of the United States, also of stocks of some of the best known and most prosperous New England Cotton Mills, Textile Mills and Industrial Corporations.

¶ It makes no difference where you live, if you have \$100, \$1,000, or \$10,000 to invest, you can do business with me by mail to your entire satisfaction.

¶ If I can obtain your confidence in my personal integrity, judgment and knowledge of the class of securities that return the highest rate of interest consistent with absolute safety of principal, I will secure by a logical and common-sense method what is virtually a franchise from you to supply you with investments.

¶ Such a franchise is stronger and more enduring than can be obtained by legislative enactment. This is the kind of franchise I am after.

¶ I know that I deserve your confidence.

¶ The large business that I have already built up throughout the New England and Eastern States and my personal record will stand the very closest investigation.

¶ Therefore, I beg to suggest that you ask your bank or any large institution with whom you are connected, to get for you a special report on me, either from the R. G. Dun Mercantile Association or the Bradstreet Company.

¶ I would also be glad to have you ask any of the following thirty-five leading banks and trust companies in the New England States and New York State, with whom I carry deposits and do business, what they think of me and the kind of securities I sell.

Albany, N. Y., National Commercial Bank
Bangor, Maine, Eastern Banking & Trust Co.
Boston, Mass., American Trust Company
Boston, Mass., First National Bank
Brattleboro, Vt., Vermont National Bank
Bristol, Conn., Bristol Trust Co.
Collinsville, Conn., Canton Trust Company
Fitchburg, Mass., Safety Fund National Bank
Hartford, Conn., Aetna National Bank
Hartford, Conn., State Bank
Hartford, Conn., Fidelity Trust Company
Hartford, Conn., American National Bank
Hartford, Conn., Hartford Trust Company
Hartford, Conn., City Bank
Hartford, Conn., Hartford National Bank
Hartford, Conn., Riverside Trust Company
Hartford, Conn., Connecticut River Banking Co.
Holyoke, Mass., Home National Bank
Meriden, Conn., Home National Bank
New Haven, Conn., National Tradesmen Bank
North Adams, Mass., North Adams Trust Co.
Norwich, Conn., Thames Loan & Trust Co.
Pittsfield, Mass., Berkshire Loan & Trust Co.
Portland, Maine, Portland National Bank
Providence, R. I., National Exchange Bank
Providence, R. I., Union Trust Company
Springfield, Mass., The Springfield National Bank
Springfield, Mass., Third National Bank
Springfield, Mass., Sp'f'd Safe Deposit & Trust Co.
Stamford, Conn., Stamford Trust Company
Seymour, Conn., Seymour Trust Company
Waterbury, Conn., Colonial Trust Co.
Westfield, Mass., First National Bank
Willimantic, Conn., Windham National Bank
Worcester, Mass., Merchants National Bank

¶ The day you write me we will have well started on the road to doing business together.

¶ Write me today.

THOMAS C. PERKINS

CONNECTICUT MUTUAL BUILDING,

HARTFORD, CONN.